

2019 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2018, the **Retail Trade** sector comprised 11.5 percent of all public and private covered employment in Iowa, providing jobs for 178,819 workers. These workers had an average annual wage of \$27,251, which was 42.6 percent lower than the average annual wage of \$47,511 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

Since 2010, retail trade employment in Iowa has gradually increased each year, adding a total of 9,587 jobs through 2016. However, with consumer preferences moving more toward online shopping Iowa has experienced a 2.1 percent decrease in employment losing 3,826 workers since 2016.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector. Despite an increase of \$736 from 2017 to 2018, Iowa's average annual wage is 15.8 percent lower than the national average.

The Retail Trade sector is not dominated by one gender, with women making up 51.1 percent of the sector's workforce.





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What is Retail Trade?

The **Retail Trade** sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

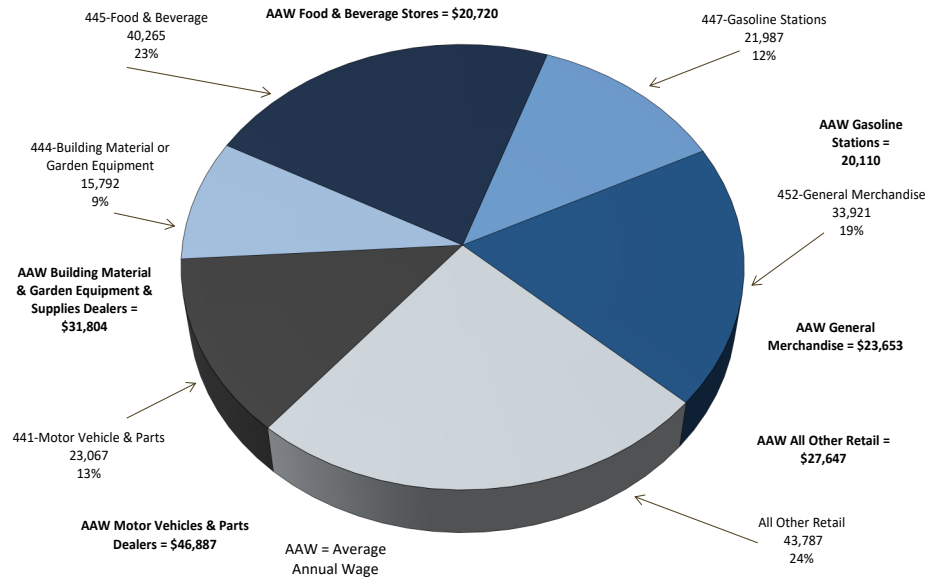
The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

2019 Industry Breakout by Employment in Iowa

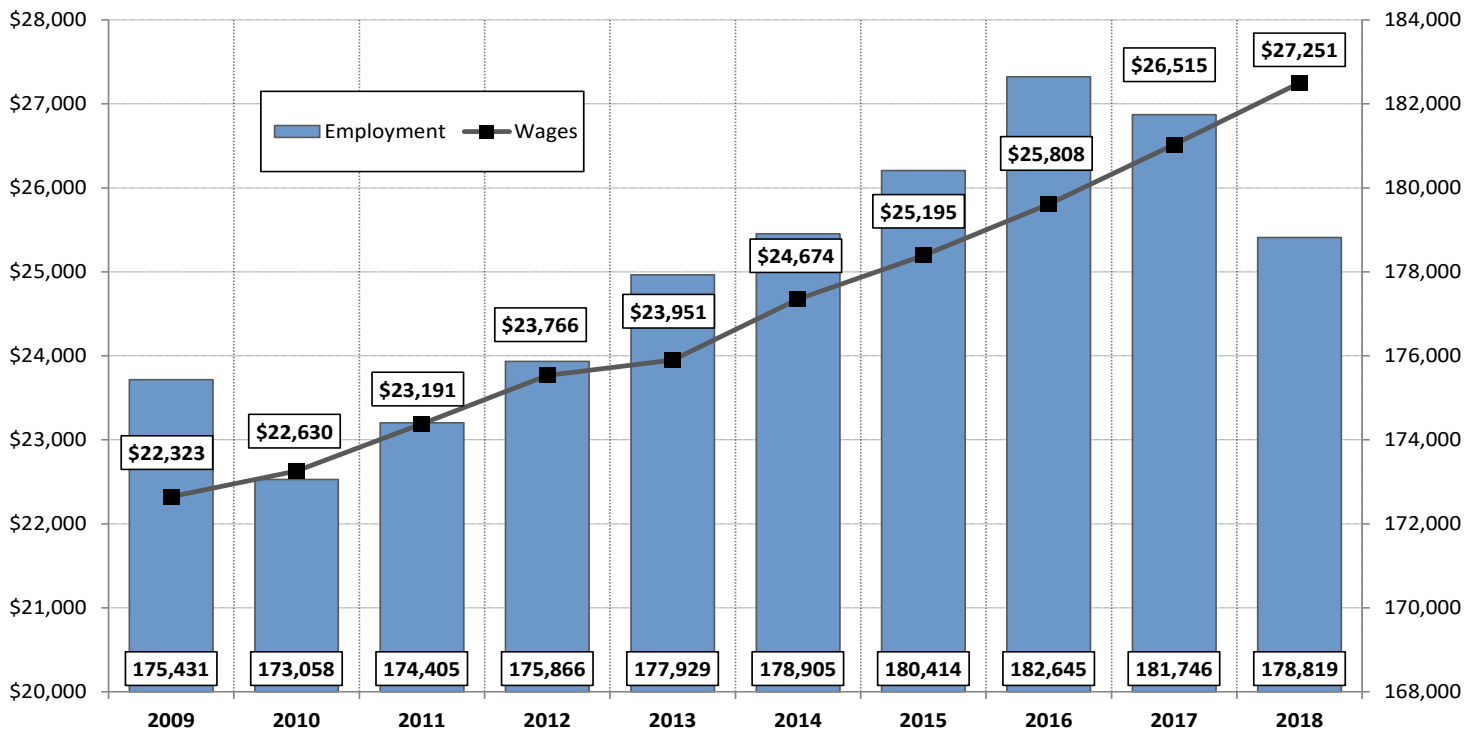
Retail NAICS Industry Coding

Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2009–2018 Employment in Retail Trade in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

RETAIL TRADE IOWA INDUSTRY PROFILE



Top Occupations in Accommodation and Food Services	Employment
Retail Salespersons	45,276
Cashiers	38,954
First-Line Supervisors of Retail Sales Workers	15,059
Stock Clerks & Order Fillers	9,404
Laborers & Freight, Stock, & Material Movers, Hand	5,627
Sales & Related Workers, All Other	5,421
Automotive Service Technicians & Mechanics	4,409
Bookkeeping, Accounting, & Auditing Clerks	2,988
Customer Service Representatives	2,967
Light Truck or Delivery Services Drivers	2,689
Office Clerks, General	2,609
Pharmacy Technicians	2,587
Combined Food Preparation & Serving Workers, Including Fast Food	1,871
Pharmacists	1,816
Parts Salespersons	1,593
Office & Administrative Support Workers, All Other	1,425
First-Line Supervisors of Office & Administrative Support Workers	1,366
General & Operations Managers	1,216
Cleaners of Vehicles & Equipment	1,177
Floral Designers	1,046

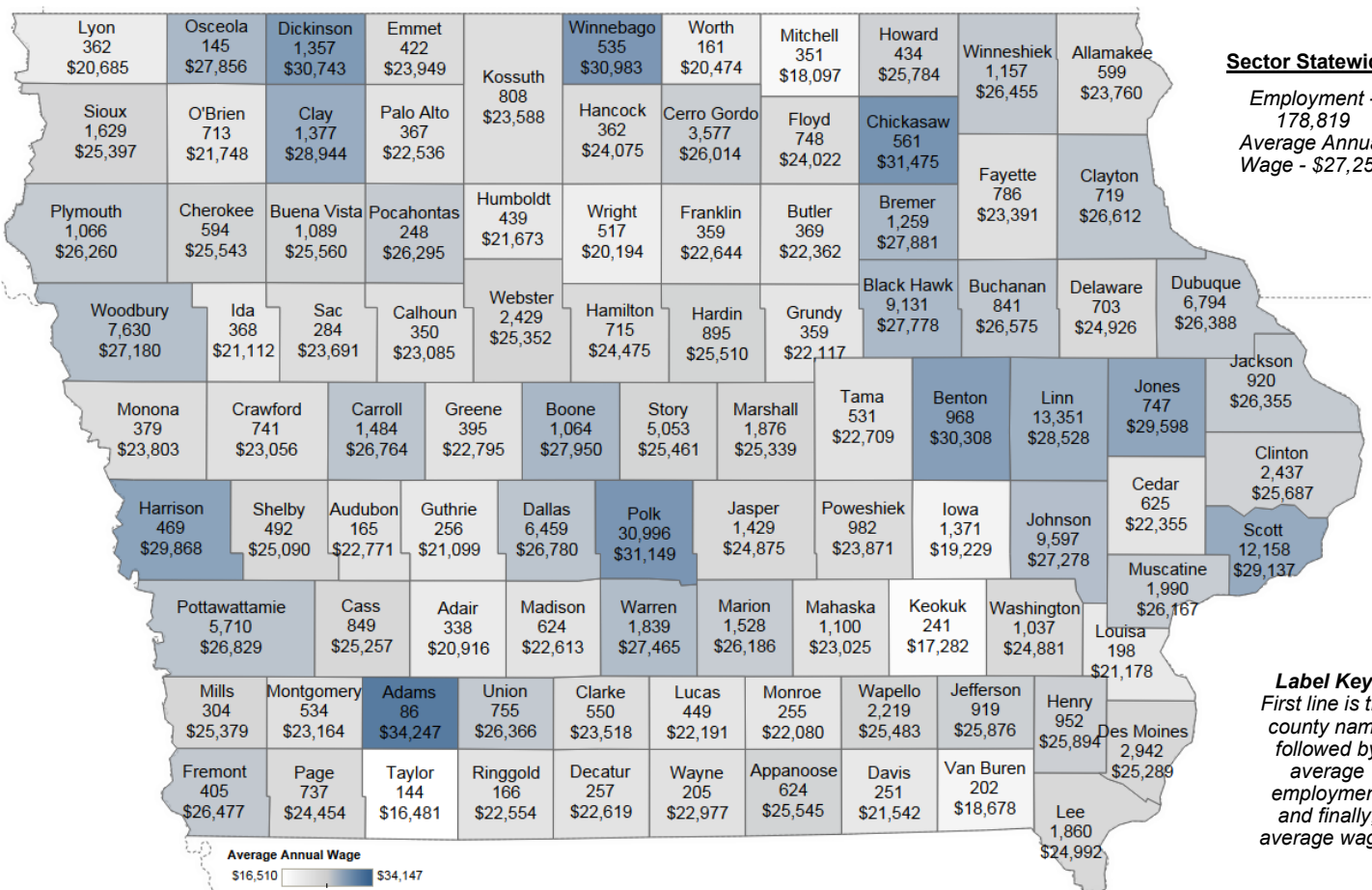
Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2018-2020 Short-Term Projections)

Establishment Facts:

In 2018, there were 11,746 **Retail Trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,738. However, the **All other retail** subsector accounted for the most employment, supplying 24.5 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are twelve different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2019 Covered Employment in Retail Trade by County

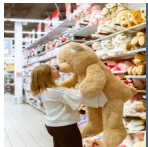


Sector Statewide:

Employment - 178,819
Average Annual Wage - \$27,251

Label Key:
First line is the county name followed by average employment and finally, average wage.

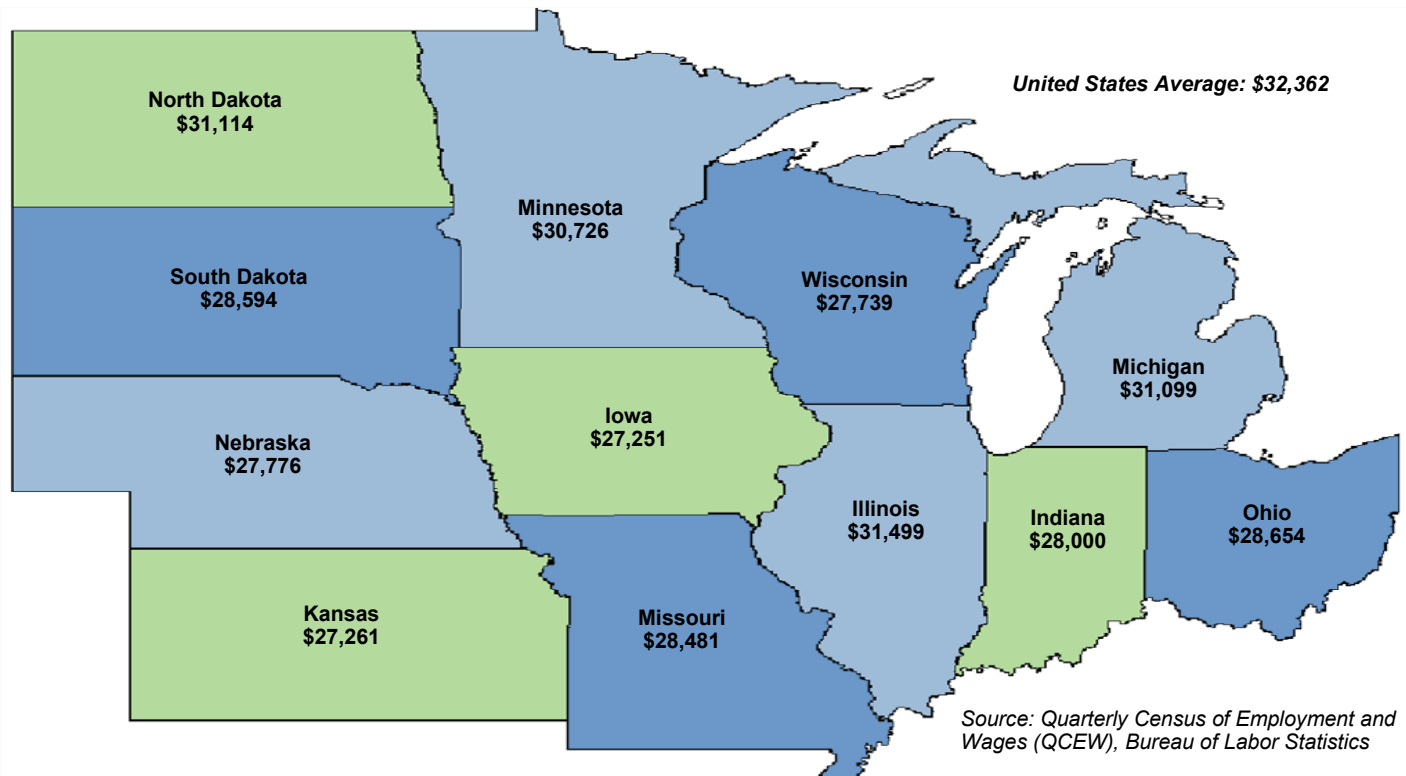
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



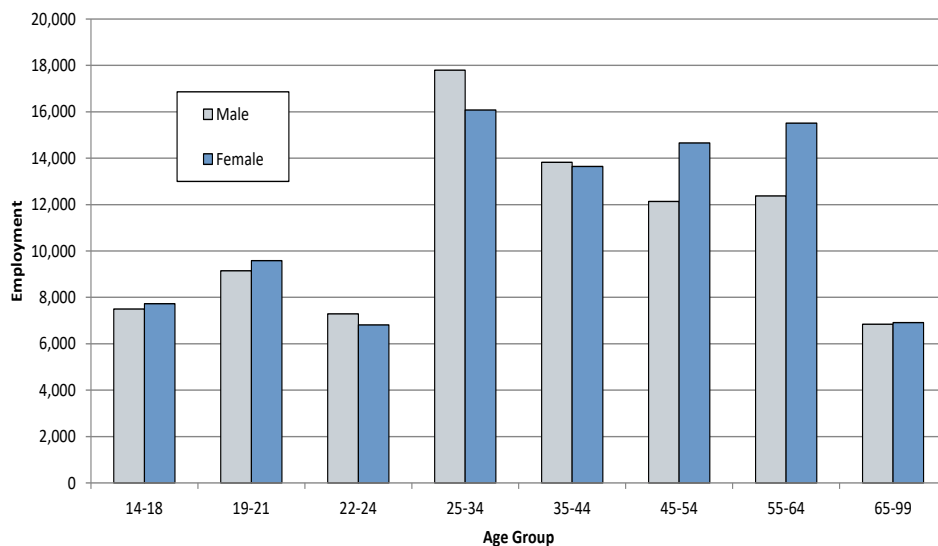
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2018 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Industry Distribution by Age and Gender, 2nd Quarter 2018



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Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

<https://www.iowalmi.gov/qcew>